

# STYLE AND MESSAGING **GUIDE**

Alzheimer's Association® Messaging and Style Guide  
*Updated January 2017*

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## **Introduction: Using this guide**

Consistency in the use of language through style and messaging helps to strengthen the Alzheimer's Association® brand and builds recognition among constituents and the public. This manual outlines the editorial standards for our publications, news releases, websites and other formal communications. It also provides messaging that reinforces the Association's key strategic objectives.

The Association generally follows AP Style, the standards of the Associated Press (AP) available for subscription at [apstylebook.com](http://apstylebook.com). These standards are outlined in the "Associated Press Stylebook and Briefing on Media Law," the most commonly used style guide for media and business communications. Frequently used AP standards are provided in this guide.

Use this guide to easily reference suggested Association messaging, as well as to answer questions about word use, distinctive spelling and punctuation. If the word you are seeking is not listed in the Alzheimer's Association Messaging and Style Guide, refer first to the "AP Stylebook," then to "[Merriam-Webster's Collegiate Dictionary](#)."

## **Additional tools on Insite**

**Trademark usage:** Visit the Operations>Legal section on [Insite](#).

**Brand guidelines:** For guidance on properly using and protecting the Association brand, review the guidelines posted on Insite under [Communications](#).

**Social media guidelines:** While some social media terms are included in this style guide, a full description of Association social media guidelines is available on Insite under [Communications>Social Media](#).

## Suggested messaging

This section contains suggested messaging that reflects the strategic goals of the Association and will help us achieve our mission objectives. Many of these messages include facts and statistics that change frequently; reference [Facts and Figures](#) or the [Communications page](#) on Insite for the most recent information. For global statistics, the Association follows information released by [Alzheimer's Disease International](#).

## Association positioning

- **Standard description**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research.

- **Standard description — global**

The Alzheimer's Association is a global organization working to advance care, support and research across the world.

- **Mission**

The mission of the Association is punctuated with semi-colons; it should always be used in its entirety to represent the full scope of the Association's efforts.

**Correct**

The mission of the Alzheimer's Association is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

- **Strategic efforts**

- The Alzheimer's Association offers free resources to the millions of people facing Alzheimer's disease, including our in-person education and support programs, 24/7 Helpline (800.272.3900) and website at [alz.org](http://alz.org).
- The Association provides critical international leadership and funding to advance research toward methods of treatment, prevention and, ultimately, a cure for Alzheimer's.
- The Alzheimer's Association addresses the global dementia crisis by providing education and support to the millions who face dementia every day, while advancing vital research toward methods of treatment, prevention and, ultimately, a cure.

- **Vision**

When using the phrase "world without Alzheimer's disease," claim this statement as our vision to help build the Association brand.

**Correct**

Our vision is a world without Alzheimer's disease®.

**Incorrect**

The Alzheimer's Association is working toward a world without Alzheimer's disease®.

## Care and support

- The Alzheimer's Association provides care and support to all those facing Alzheimer's disease.
- The Alzheimer's Association is here all day, every day for people facing Alzheimer's disease through our free 24/7 Helpline (800.272.3900) and website at alz.org.
- The Alzheimer's Association provides care and support through online services and in-person programs in communities nationwide.

## Caregiving

- Caregiving can be an emotionally, physically and financially draining role.
- In 2015, 15.9 million family members and friends provided 18.1 billion hours of unpaid care to those with Alzheimer's or other dementias. That care had an estimated economic value of \$221.3 billion.
- More than 60 percent of Alzheimer's and dementia caregivers are women.

## Disease positioning

- **Age of greater risk/age 65/baby boomers**
  - An individual's risk of Alzheimer's disease increases with age, with the vast majority of cases occurring after age 65.
  - Too many of America's baby boomers will spend their retirement years either living with Alzheimer's disease or caring for someone who has it.
  - Without scientific breakthroughs to prevent or treat Alzheimer's, more than 28 million baby boomers will develop the disease by midcentury.
- **Alzheimer's and aging**

Although age is the greatest risk factor for developing Alzheimer's disease, Alzheimer's is not typical aging.

  - Alternate: Alzheimer's is not typical aging, but age is the greatest risk factor for developing the disease.
- **Alzheimer's and other forms of dementia**
  - An individual with Alzheimer's disease or another dementia.
  - Individuals with Alzheimer's disease or other dementias.

### **Incorrect**

Alzheimer's or related dementias.

- **Cost/most expensive disease**
  - The direct cost of Alzheimer's and other dementias is greater than any other condition in the United States, including heart disease and cancer, according to a study in *The New England Journal of Medicine*.
  - Nearly 1 in every 5 Medicare dollars is spent on people with Alzheimer's or other dementias.
  - Annual costs related to Alzheimer's are projected to increase to more than \$1.1 trillion in 2050.
  - Alzheimer's is destroying our families, our finances and our future.

- **Crisis**
  - Alzheimer's is the nation's largest under-recognized public health crisis.
  - Alzheimer's disease is an escalating global health crisis.
- **Cure**

The Alzheimer's Association accelerates research toward treatment, prevention and, ultimately, a cure.
- **Disease as a "thief"**

This devastating, relentless and debilitating disease is the ultimate thief — of memories, independence, control, time and, ultimately, life.
- **Disease descriptors**
  - Alzheimer's is a progressive and fatal brain disorder.
  - Alzheimer's disease steals everything – steadily, relentlessly, inevitably.
  - Alzheimer's is devastating and debilitating.
- **Disease prevalence – gender**
  - Nearly two-thirds of all Americans living with Alzheimer's are women.
  - In her 60s, a woman's estimated lifetime risk for developing Alzheimer's is 1 in 6. For breast cancer it is 1 in 11.
- **Disease prevalence – global**
  - An estimated 47 million people are living with Alzheimer's or other dementias worldwide.
  - The number of people worldwide living with Alzheimer's or other dementias will nearly triple by 2050.
- **Disease prevalence, incidence**
  - **Prevalence** is the total number of people who have the disease.
    - Correct**
    - Alzheimer's disease prevalence is projected to dramatically increase from more than 5 million Americans today to as many as 16 million in 2050.
    - Note:** There are two ways to measure prevalence; the prevalence **rate** (percentage of the population with the disease) and the prevalence **number** (number of people with the disease). These each tell a different story.
    - For example, a recent [study](#) in *The Journal of the American Medical Association* indicates that the prevalence rate is going down. But because of the growing number of older Americans, the Association believes the prevalence number is still going up.
  - **Incidence** is the number or percentage of people who develop the disease in any defined time period. (e.g., a year, a second).

## **Correct**

To answer your question about incidence, every 66 seconds, an American develops Alzheimer's disease. By mid-century, someone in the United States will develop the disease every 33 seconds.

**Note:** Several recent studies have shown the incidence rate of Alzheimer's has declined since the 1970s. Based on the available evidence, the Association believes that while incidence rates may have declined according to some studies, the total incidence number — and the total prevalence number — are still increasing.

- **Disease prevalence — race**
  - African-Americans are about twice as likely as whites to have Alzheimer's or another dementia, and Hispanics are one and a half times as likely.
  - While African-Americans are more likely to develop Alzheimer's disease than whites, they are less likely to have a diagnosis.
- **Disease — societal awareness**
  - More than half of all Americans know someone with Alzheimer's.
  - To know Alzheimer's is to fear it. Nine out of 10 Americans who know someone with Alzheimer's are concerned that they or someone close to them will develop this fatal disease.
- **Fatalities in relation to other diseases**
  - Alzheimer's disease kills more Americans than diabetes, and more than breast cancer and prostate cancer combined.
  - From 2000-2013, the number of Alzheimer's deaths increased 71 percent while deaths from other major diseases, including heart disease, stroke and HIV, decreased.

**Note:** Use disease comparison statistics as an educational point to provide context and raise awareness of the prevalence of Alzheimer's rather than to create "competition" with another disease.

- **Leading cause of death**
  - Alzheimer's is the sixth-leading cause of death in the United States.

**Note:** It is permissible to add to the above: “and the fifth-leading cause of death for individuals age 65 and older,” or “and the third-leading cause of death among those age 85 and older.”

- One in three seniors dies with Alzheimer's or another dementia.

- **Survivors**

Currently, there are no survivors of Alzheimer's disease.

**Note:** It is important to use “currently” to indicate a sense of hope for future progress in fighting the disease.

**Note:** For language guidelines around the First Survivor master brand campaign, visit [Insite](#).

- **Top 10 cause of death**  
Alzheimer's disease is the only cause of death among the top 10 in America that cannot be prevented, cured or even slowed.
- **Triple threat**  
Alzheimer's is a triple threat unlike any other disease — with soaring prevalence, lack of effective treatment and enormous costs.

## Public Policy

- **2025**  
The first goal of the National Plan to Address Alzheimer's Disease is to prevent and effectively treat Alzheimer's disease by 2025.
- **Advocacy**
  - The Alzheimer's Association is the largest Alzheimer's advocacy organization in the world.
  - The Alzheimer's Association advocates at global, federal and state levels for the needs and rights of people facing Alzheimer's disease.
  - The Association recruits a nationwide network of advocates to ensure our message about Alzheimer's care, education and research is heard at every level of government.
- **Advocates**
  - Preferred: Alzheimer's Association advocates.
  - Alternate: Advocates in the fight against Alzheimer's disease.
  - Alternate: Alzheimer's advocates.
- **Alzheimer's Accountability Act**  
Under the Alzheimer's Accountability Act, scientists at the National Institutes of Health (NIH) will be able to more fully communicate Alzheimer's research needs directly to Congress.
- **Medicare Benefit for Assessment and Care Planning**  
In November 2016, the Centers for Medicare & Medicaid Services (CMS) announced its decision to pay for cognitive and functional assessments and care planning for people with Alzheimer's disease and other cognitive impairments. The new benefit will improve outcomes and maintain quality of life for those living with dementia and their caregivers. The decision came after growing bipartisan support in Congress for the Health Outcomes, Planning, and Education (HOPE) for Alzheimer's Act, a key policy priority for the Alzheimer's Association.

## Research

- **Alzheimer's Association International Research Grant Program**  
The Alzheimer's Association International Research Grant Program funds investigations to advance our understanding of Alzheimer's disease, identify new treatment strategies, improve care for people with dementia and further our knowledge of brain health and disease prevention.

- Since the program's inception in 1982, the Association has awarded over \$385 million to more than 2,500 scientific investigations.
  - The Alzheimer's Association is currently investing more than \$90 million in over 350 best-of-field projects in 18 countries.
  - Our awards support investigators at every professional stage, often helping talented early career scientists establish themselves in the field, and include categories specifically designed to address gaps in research efforts.
  - The Alzheimer's Association offers grants to support early-career researchers and fund diverse investigators currently underrepresented in science.
  - The Alzheimer's Association has been involved in every major advancement in Alzheimer's and dementia research since the 1980s.
- **Alzheimer's Association TrialMatch®**  
 TrialMatch is a free, easy-to-use clinical studies matching service that generates customized lists of studies based on user-provided information. TrialMatch is for individuals with Alzheimer's, caregivers, healthy volunteers and physicians.
    - Our continually updated database includes both pharmacological (drug) and non-pharmacological (non-drug) Alzheimer's studies conducted at sites across the country.
    - We need clinical studies to accelerate progress and provide valuable insight into potential treatments and methods of prevention.
    - Without participation in clinical studies, finding a cure is nearly impossible.
    - Recruiting and retaining trial participants is the greatest obstacle, other than funding, to developing the next generation of Alzheimer's treatments.
- **Catalyst and Convener**  
 The Alzheimer's Association is a catalyst of scientific progress and a convener of the field's leading researchers.
    - The Alzheimer's Association unites scientific, academic, government and industry leaders worldwide to advance research, diagnosis and treatments to prevent or slow the disease.
    - The Alzheimer's Association International Conference® (AAIC®) is the world's largest gathering of its kind, bringing members of the dementia research community together to report and discuss groundbreaking scientific findings.
    - The Alzheimer's Association Research Roundtable unites a global consortium of scientists from the pharmaceutical, biotechnology, diagnostics, imaging and cognitive testing industries to discuss key areas in Alzheimer's science.
- **Funder and Impact Measurement**
    - The Alzheimer's Association is the world's largest nonprofit funder of Alzheimer's disease and dementia research.
    - The Association is the nonprofit with the highest impact in Alzheimer's research worldwide as measured by Thomson Reuters InCites™.

- As needed or separately: [and has the third-highest impact worldwide behind only the United States and Chinese governments.]
- The above phrases may be combined to: The Alzheimer's Association is the world's largest nonprofit funder of Alzheimer's research, and is the nonprofit with the highest impact worldwide, behind only the Chinese and United States governments as measured by Thomson Reuters InCites™.

**Incorrect**

The Alzheimer's Association is the most impactful nonprofit funder of Alzheimer's disease research.

- **Global Alzheimer's Interactive Network (GAAIN)**

Use full name on first reference. GAAIN is acceptable in subsequent references.

**Correct**

The Global Alzheimer's Association Interactive Network (GAAIN), a first-of-its-kind online database, enables Alzheimer's researchers across the world to share large amounts of federated neuroscience data.

The Global Alzheimer's Association Interactive Network (GAAIN) is the largest publicly accessible federated data platform with partners from around the world. It is the only live platform in Alzheimer's research today that allows users to log on from a web browser and dynamically interact with imaging, genetic, behavioral and other data.

The Global Alzheimer's Association Interactive Network (GAAIN) is an online gateway to a vast collection of Alzheimer's disease research data and sophisticated analytical tools. GAAIN promotes data sharing among a global network of data partners who are studying Alzheimer's disease and other dementias.

By linking scientists, projects and data, the Global Alzheimer's Association Interactive Network (GAAIN) is transforming the field, improving the way we exchange and examine data, and leading us closer to a cure.

- **World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI)**

Use the full name on first reference. WW-ADNI is acceptable for subsequent references.

**Correct**

The World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI) is a global effort to foster collaboration and share knowledge among brain imaging researchers around the world. The initiative hopes to determine whether brain imaging can detect the earliest signs of Alzheimer's, track disease progression and monitor response to treatment.

## Style A-Z

### A

#### A4 Study

The Anti-Amyloid Treatment in Asymptomatic Alzheimer's Disease (A4) Study. Upon first reference, use the full name with (A4) in parentheses. Subsequent references are always "A4 Study," and never "A4."

The Longitudinal Evaluation of Amyloid Risk and Neurodegeneration Study (LEARN) is a companion study to the A4 Study.

See also **LEARN**

#### abbreviations

Abbreviate Junior (Jr.) or Senior (Sr.) after a person's full name. It is not set off by commas.

##### Correct

Harry Connick Jr. played a benefit concert for hurricane survivors.

#### academic degrees

Use an apostrophe in *bachelor's degree*, a *master's*, etc. There is no possessive in *Bachelor of Arts* or *Master of Science*.

When using abbreviations such as B.A., M.A., LL.D. and Ph.D., use only after a full name — never after a last name alone. When used after a name, commas set off an academic abbreviation.

##### Correct

Daniel Moynihan, Ph.D., spoke.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

##### Correct

Dr. Pam Jones  
Pam Jones, Ph.D.

##### Incorrect

Dr. Pam Jones, Ph.D.

### AD

AD should only be used as an abbreviation for Alzheimer's disease when mentioned in medical or scientific text, for example, an AAIC program or communication.

See also **Alzheimer's disease**

#### administration

Lowercase.

##### Correct

The president's administration  
The Obama administration

### **African-American**

African-Americans are an ethnic group of Americans with total or partial ancestry from any of the black racial groups of Africa. African-American should be hyphenated; black (lowercase) is also acceptable. If possible, use the term preferred by the person or group with whom you are communicating.

See also **black**

### **age**

In describing the age of an individual or group, use age or ages. Avoid aged.

### **Alzheimer's – adjective**

When the name of the disease is used as an adjective, use "Alzheimer's" with the apostrophe-s. *Alzheimer's* with the apostrophe-s should always be used with *Association* and *disease* (e.g., Alzheimer's Association, Alzheimer's disease).

#### **Correct**

Alzheimer's research  
Alzheimer's medication  
Alzheimer's care

#### **Incorrect**

Alzheimer research  
Alzheimer medication  
Alzheimer care

### **Alzheimer's Association**

Refer to the Alzheimer's Association<sup>®</sup> with its full name, including the registered trademark symbol (®), in the first full reference in body copy. Uppercase *Association* when referring to the Alzheimer's Association after first reference:

#### **Correct**

A panel of Association employees will discuss their impressions and thoughts on the study.

Avoid the double possessive, if at all possible.

#### **Correct**

Alzheimer's Association leadership  
The leadership of the Alzheimer's Association

#### **Incorrect**

The Alzheimer's Association's leadership

### **Alzheimer's Association International Conference<sup>®</sup>**

Upon first reference use the full name of the conference with the year, if possible, and AAIC in parentheses. The first reference of both *Alzheimer's Association International Conference* and *AAIC* carry registered trademarks.

#### **Correct**

More than 4,500 of the world's leading researchers will gather at the Alzheimer's Association International Conference<sup>®</sup> 2017 (AAIC<sup>®</sup>) in London.

**Correct**

The Alzheimer's Association International Conference® 2017 (AAIC®) is the world's largest gathering of the Alzheimer's and dementia research community. Each year, AAIC unites leading international researchers, next generation investigators, clinicians and the care research community to share discoveries in basic and translational research that will lead to methods of prevention and treatment, and improvements in diagnosis for Alzheimer's disease and other dementias.

After the first reference, AAIC may be used in subsequent references. Including the year adds clarity and is encouraged.

**Correct**

At AAIC 2017 in London, Dr. Johnson discussed her findings for the first time.

**Alzheimer's & Brain Awareness Month**

Capitalize all words and use an ampersand. Do not use the abbreviation *ABAM* externally.

***Alzheimer's & Dementia®: The Journal of the Alzheimer's Association***

Use full title upon first use. Upon subsequent use can be shortened to *Alzheimer's & Dementia*.

There are two other journals in the *Alzheimer's & Dementia* family: *Alzheimer's & Dementia: Diagnosis, Assessment & Disease Monitoring* and *Alzheimer's & Dementia: Translational Research and Clinical Interventions*.

**Alzheimer's disease**

Alzheimer's (pronounced *AHLZ-high-merz*) disease is named after the late Dr. Alois Alzheimer, a German neuropathologist who first described the disease in a landmark presentation about his patient, Auguste D., in 1906.

In the first mention of the disease in an article or major section of a publication, use the full name if at all possible: Alzheimer's disease. In marketing or advertising copy, it may be necessary to abbreviate the first mention in some instances to avoid redundancy. In these circumstances, work to be clear that Alzheimer's is a disease.

In subsequent references, use variations of the name that sound appropriate in the given context: Alzheimer's, this devastating disease, etc.

When referring to a person with Alzheimer's disease, do not use the terms "victim of Alzheimer's," "Alzheimer's patient" or "suffering from Alzheimer's." Instead use the terms "individual with Alzheimer's" or "person living with the disease" to empower those with the disease.

See also **AD**

**Alzheimer's disease – capitalization**

The "d" in Alzheimer's disease should remain lowercase. The exception to this rule is titles of publications, articles or conferences.

## **Alzheimer's Impact Movement**

The Alzheimer's Impact Movement (AIM) is a 501(c)(4) organization that works in a strategic partnership with the Alzheimer's Association to make Alzheimer's disease a national priority. Because of the legal importance of maintaining the separation between these two entities, it is critical to speak of their relationship using the phrases below.

### **Correct**

The Alzheimer's Impact Movement (AIM) is a nonpartisan, nonprofit advocacy organization working in strategic partnership with the Alzheimer's Association. AIM advocates for policies to overcome Alzheimer's disease, including increased investment in research, improved care and support, and development of approaches to reduce the risk of developing dementia.

### **Correct**

The Alzheimer's Impact Movement is the sister organization of the Alzheimer's Association, working to achieve a common mission by furthering political conversation and providing legislative education.

**Note:** Terms to **avoid** when discussing these organizations and their relationship include: affiliated organization, our (c)(4), the Association's (c)(4), the Association's PAC.

## **Ambassador**

Capitalize when referring to an Alzheimer's Association Ambassador, a grassroots advocate who has been selected to serve as the main point of in-district contact for a member of Congress.

## **a.m., p.m.**

Lowercase, with periods. Avoid the redundant *10 a.m. this morning*.

## **ampersand**

Generally, an ampersand (&) should be avoided in copy. Exceptions can be made for design pieces like invitations and event names.

### **Correct**

Alzheimer's & Brain Awareness Month  
Joe & Josephine Smith invite you to attend ...

## **B**

### **baby boom, baby boomer (n.), baby-boom (adj).**

Lowercase, no hyphen unless used as an adjective (e.g., baby-boom generation).

### **Incorrect**

baby-boomer generation

## **beta-amyloid**

Use a hyphen to follow the style of the Association's journal, *Alzheimer's & Dementia*.

## **black**

Acceptable term for a person of the black race. Lowercase.

## **Correct**

Black (uppercase) when referring to Black History Month in February.

See also **African-American**

## **brain imaging techniques**

### **CT scan**

*Computed tomography* is a method in which X-rays from many angles are combined into a single, highly detailed image of the brain or another body region. Use “computed tomography (CT)” in the first reference; “CT” is acceptable in the second reference.

### **MRI**

*Magnetic resonance imaging* uses a strong magnetic field to produce three-dimensional images of internal body structures, including the brain. Use “magnetic resonance imaging (MRI)” in the first reference; “MRI” is acceptable in the second.

**MRIs and CTs** are classified as “structural” techniques that show the brain’s shape, volume and tissue density. They can reveal tumors, evidence of small or large strokes, fluid buildup or damage from severe head trauma. Some Alzheimer’s disease diagnostic guidelines currently recommend an MRI or CT scan to rule out these conditions.

### **fMRI**

*Functional magnetic resonance imaging* is a type of MRI in which the images show brain activity and function rather than structure by detecting changes associated with blood flow. Use “functional magnetic resonance imaging (fMRI)” in first reference; fMRI is acceptable on second reference. The “f” in the abbreviation is lowercase, except at the beginning of a sentence.

### **PET**

*Positron emission tomography*. A PET scan is a “functional” imaging technique that indicates blood flow and metabolic activity in body tissues, including the brain. Use “positron emission tomography (PET)” in the first reference; “PET scan” is acceptable in second reference.

## **C**

### **caregiver**

Caregiver is the standard term preferred by the Association; however, when referencing those in the early stage of the disease and their caregivers, *care partner* is preferred. If possible, use the preferred term of the individuals involved.

See also **care partner**

### **care partner**

An acceptable term for a caregiver of someone with early-stage Alzheimer’s, or if it is the term preferred by the individuals involved.

See also **caregiver**

## **Caucasian**

Capitalized. Usually the preferred term is lowercase *white*; an acceptable term for a person of the white race.

See also **white**

## **chapter**

Lowercase when “chapter” does not include the location.

### **Correct**

Visit your Alzheimer’s Association chapter for information and support.

Capitalize when using the full, proper name of the chapter. Use Alzheimer’s Association in front of the chapter name on first reference. The second reference can be abbreviated and capitalized.

### **Correct**

Visit the Alzheimer’s Association Colorado Chapter for more information about the art program.

### **Correct**

Visit the Colorado Chapter for more information about the art program.

Whenever possible, we want to present ourselves as part of one organization to reinforce our united strength. *Alzheimer’s Association* should be used as our primary reference in all public attributions.

### **Correct**

“Walk to End Alzheimer’s raises awareness and funds for the fight against Alzheimer’s disease,” said Mary Clark, development director, Alzheimer’s Association Colorado Chapter.

If the chapter name does not include a geographic reference, add it to the copy to create awareness of location.

### **Correct**

Advocates came from the Alzheimer’s Association Desert Southwest Chapter in Phoenix, Arizona.

See also **Alzheimer’s Association**

## **co-**

Keep the hyphen when forming nouns, adjectives and verbs that indicate occupation or status.

co-author	co-pilot	co-chairman
co-worker	co-signer	co-owner

(Several of the above are exceptions to Merriam-Webster’s Dictionary.)

Do not use the hyphen in other combinations.

coed	cooperate	coeducation
coequal	coordinate	coexist

## **colon**

Capitalize the first word after a colon if the words are a proper noun, part of a title or the beginning of a complete sentence. A colon should be followed by one space.

### **Correct**

It's a fact: Alzheimer's disease is the sixth-leading cause of death in the United States.

### **Incorrect**

Our goals include: Advancing research and providing care and support.

## **comma**

The Alzheimer's Association, following AP Style, does not use the serial (or Oxford) comma. Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

### **Correct**

The Alzheimer's Association advances care, support and research.

However, use a comma before the concluding conjunction if an integral item in the series requires a conjunction, or if the comma is necessary for clarity or tone.

### **Correct**

The Alzheimer's Association funds research studies, awareness campaigns, and care and support programs.

## **company names**

When listing the name of a sponsor, follow the sponsor's corporate identity standards when deciding whether to abbreviate *company*, *corporation*, *incorporated* and *limited partnership*, or whether to use a comma before *Inc.*, *Ltd.*, etc. If "The" is part of the formal name it should be included. Company websites are good places to fact check this information.

## **composition titles**

Place quotation marks around book titles, computer game titles (but not software titles), movie titles, opera titles, play titles, poem titles, song titles, television program titles and the titles of lectures, speeches and works of art.

Words in composition titles that are longer than four letters should be capitalized (including prepositions). The first word in a sentence or title should always be capitalized.

### **Correct**

She loves the television show "Parks and Recreation."

The famous painting is called "A Sunday on La Grande Jatte."

## **composition titles, newspapers and magazines**

Do not place in quotation marks, but italicize. Capitalize "the" in the name if that is the way the publication prefers to be known. Lowercase "the" before names if listing several publications, some of which use "the" as part of the name and some of which do not:

**Correct**

I read *The New York Times*.

**Correct**

I read *Time*, *Newsweek*, *the Washington Post* and *the New York Times*.

See also **italics**

**Contact Center**

An internal term — the preferred use is “Alzheimer’s Association 24/7 Helpline.” Drop “24/7” in the first reference if the 24/7 explanation is included in conjunction with the name.

See also **Helpline**

**copyright**

The Alzheimer’s Association copyright line, using the current year, is:

©2017 Alzheimer’s Association. All rights reserved.

If third parties have permission to distribute or use the materials you are publishing, include the Association’s third-party disclaimer after the copyright line:

This is an official publication of the Alzheimer’s Association but may be distributed by unaffiliated organizations and individuals. Such distribution does not constitute an endorsement of these parties or their activities by the Alzheimer’s Association.

**CTE**

Chronic traumatic encephalopathy (CTE) is a neuropathologic diagnosis (meaning it is characterized by brain changes that can only be identified at autopsy) associated with repeated blows to the head, such as those that may occur while playing contact sports. It is also associated with the development of dementia. Currently, there is no test to determine if someone has CTE-related brain changes during life.

First reference is spelled out with the acronym in parentheses; subsequent references use the acronym.

**CT scan** – See **brain imaging techniques**.

**D, E, F****dash**

Use a dash to separate thought units and tangential phrases. The dash used should be the length of two hyphens with spaces around it.

**Correct**

Together, we can end this devastating disease — the nation’s sixth-leading cause of death.

**date and time ranges**

Use a hyphen with no spaces when listing ranges of times and dates.

**Correct**

7-8 a.m.

March 20-24

**dates** – See **months**.

**decades**

Use numerals to indicate decades of history. Use an apostrophe to indicate numerals that are left out; show plural by adding the letter “s.”

**Correct**

the 1890s

the ‘90s

**decision-maker; decision-making**

Hyphenated.

**dementia**

When the subject is singular, use “another dementia,” when plural, use “other dementias.” Do not use “related dementias.”

**Correct**

An individual with Alzheimer’s disease or another dementia

Individuals with Alzheimer’s disease or other dementias

**DIAN-TU**

The acronym for the Dominantly Inherited Alzheimer Network Trials Unit, a study of individuals with a rare genetic form of Alzheimer’s. Upon first reference, use the full name without a hyphen; include the acronym (DIAN-TU) in parentheses.

**Correct**

The Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU) is being conducted at Washington University in St. Louis.

**directions and regions**

In general, lowercase *north*, *south*, *northeast*, *northern*, etc., when they indicate compass direction; capitalize these words when they designate regions.

**Correct: compass directions**

He drove west. The cold front is moving east.

**Correct: regions**

A storm system that developed in the Midwest is spreading eastward. It will bring showers to the East Coast by morning and to the entire Northeast by late in the day.

The North was victorious. The South will rise again. Settlers from the East went west in search of new lives. She has a Southern accent. He is a Northerner.

With names of nations: lowercase unless they are part of a proper name or are used to designate a politically divided nation.

**Correct: nations and direction**

northern France, eastern Canada, the western United States  
Northern Ireland, South Korea

With states and cities, the preferred form is to lowercase the compass points only when they describe a section of a state or city.

**Correct: states and direction**

western Texas, southern Atlanta

But capitalize compass points:

When part of a proper name:

North Dakota, West Virginia

When used in denoting widely known sections:

Southern California, the South Side of Chicago

In forming proper names, when combining with another common noun to form the name for a region or location:

the North Woods, the South Pole

**District-Forum-District**

A program completed by an Alzheimer's Association Ambassador; capitalized with hyphens.

**divisions/departments**

Capitalize titles when placed before a name. Lowercase when they follow a name. Always capitalize the name of a division or department for both internal and external groups.

**Correct**

Sally Wright, professor, Department of Neuroscience  
Professor Sally Wright, Department of Neuroscience

See also **titles, job**

**Down syndrome**

Not Down's.

**drugs**

In the first mention of a drug in a story, use the generic name of the drug followed by the brand name in parentheses. The generic name should be used for all other references to the drug throughout the same story.

**Correct**

In 2003, the U.S. Food and Drug Administration approved memantine (Namenda®) for the treatment of moderate-to-severe Alzheimer's disease.

**e-newsletter, e-news, e-commerce, e-business, e-book, e-store, e-learning**

Hyphenated, lowercase.

**early-onset Alzheimer's**

Avoid this term, **see younger-onset Alzheimer's**.

**Early-Stage Advisor**

Capitalized, a member of an Alzheimer's Association early-stage advisory group at the national or local level.

See also **National Early-Stage Advisory Group**

**early-stage Alzheimer's**

Refers to the initial phases of Alzheimer's disease in which people experience mild cognitive decline. The term is hyphenated when used as a compound adjective modifying Alzheimer's disease or another noun. Do not hyphenate when "early stage" is used as a noun.

**Correct**

Jill was a member of the early-stage support group.

Jill was still in the early stage of the disease and had mild cognitive decline.

See also **mild Alzheimer's**

**elder care, elder-care**

Two words, hyphenated as adjective.

**Correct**

The facility provided elder care.

The elder-care facility was accepting new residents.

**ellipsis ( ... )**

Treat an ellipsis as a three-letter word, with three periods and two spaces. Use ellipses when indicating that there is missing text (usually from a direct quote). It does not signify a pause. Use a dash, semicolon or other punctuation to communicate a pause.

**email**

Lowercase, no hyphen.

***Facts and Figures***

First reference: Alzheimer's Association *2017 Alzheimer's Disease Facts and Figures* (no ampersand).

Second reference: Alzheimer's Association *Facts and Figures* (no ampersand).

**fiscal year**

Lowercase. Lead with the term spelled out: fiscal year 2017. Subsequent mentions can be abbreviated: FY17, FY 2017.

**fundraising, fundraiser**

Fundraising and fundraiser should be used as one word without a hyphen.

**Correct**

Fundraising is the key to our success.

Our fundraising gala raised \$1 million.  
Walk to End Alzheimer's is our largest fundraiser.

## **G, H**

### **Generation X**

Capitalized; Gen X is also acceptable.

### **genes and proteins**

A gene is a section of DNA that functions as a "blueprint" for building a protein. In nearly all cases, the gene and the protein have the same name and abbreviation. Always use the full name of the gene or protein in first reference. Abbreviations are acceptable in second reference, but use them sparingly. Abbreviations should be set in all capital letters.

The following is the standard Association format for some proteins and genes frequently mentioned when writing about Alzheimer's research. Abbreviations shown in parentheses:

alpha-secretase  
amyloid precursor protein (APP)  
beta-amyloid  
beta-secretase  
gamma-secretase  
tau

Apolipoprotein E (APOE) is a special case in which abbreviations combine capital and lower-case letters. The three common forms of APOE are designated APOE-e2, APOE-e3 and APOE-e4; the lower-case "e" stands for the Greek letter "epsilon." APOE-e4 is linked with an increased risk of developing Alzheimer's disease.

### **grassroots**

One word.

### **Greek letters in scientific words**

In most cases, spell out Greek words and do not use the Greek characters. An exception may be in scientific or medical copy.

#### **Correct**

Researchers believe that some form of beta-amyloid may be a key toxic factor in Alzheimer's disease.

#### **Incorrect**

Researchers believe that some form of  $\beta$ -amyloid may be a key toxic factor in Alzheimer's disease.

### **hashtag**

The use of a number sign (#) in a social media post to convey the topic a user is writing about. The Association uses #ENDALZ (capital letters, one word) across all social campaigns.

**he or she, his or her**

When referring to a theoretical person, use both genders with *or* (rather than alternating between he and she), a “/” symbol to separate the two genders, or only one gender.

When referring to an actual person use the pronoun preferred by the individual.  
Whenever possible rephrase the sentence to avoid gender.

**Correct**

He or she may not be able to express his or her feelings through words.  
He/she may not be able to express his/her feelings through words.  
Mr. Smith may not be able to express his feelings through words.  
People living with dementia may not be able to express their feelings through words.

**headline capitalization/style**

Use “down style” for headlines in print and on the web. The first letter in the first word and the first letter of any proper noun are capitalized. All other letters are lowercase.

**Note:** News release headlines are all uppercase and subheads are all initial caps.

**Correct**

Clinical study of Alzheimer’s drug seeks volunteers.

**health care**

Two words.

**Correct**

Caregivers often forget to make their own health care a priority.  
Low-income families are increasingly challenged by rising health care costs.

**Helpline**

Alzheimer’s Association 24/7 Helpline. Contact Center is an internal term only. After the first reference, continue to capitalize Helpline without the 24/7 modifier.

See also **Contact Center**

**Hispanic**

A person from — or whose ancestors were from — a Spanish-speaking land or culture. Latino (masculine, gender-neutral), Latina (feminine) or Latinos (as a group) may also be used. If possible, use the term preferred by the person or group with whom you are communicating.

**Correct**

Use Hispanic when referring to Hispanic Heritage Month, Sept. 15-Oct. 15.

See also **Latino**

**home page**

Two words, lowercase.

**home care**

Two words.

## hyphen

A compound modifier is usually hyphenated to improve readability. A hyphen brings words together with no spaces on either side, while a dash, with spaces, separates them.

### **Correct**

A first-time presenter

The presenters — first-time and experienced — lined up on the stage.

Any compound modifier that is not traditionally hyphenated and would not be misread may be left without a hyphen.

### **Correct**

A physical therapy specialist

Do not use hyphens after adverbs ending in “-ly.” One exception to this rule, per Association style, is the term “early-stage,” in instances which “early-stage” acts as a compound adjective, e.g. early-stage caregiving, Early-Stage Advisor.

### **Correct**

A rapidly approaching deadline

### **Incorrect**

A rapidly-approaching deadline

Hyphenate a compound modifier particularly if it will create confusion without the hyphens.

### **Correct**

Mild-to-moderate Alzheimer’s disease

For listing ranges of times and dates, use a hyphen without spaces.

### **Correct**

7-8 a.m.

March 20-24

See also **time and date ranges**

## I, J, K

### **IDEAS**

The Imaging Dementia-Evidence for Amyloid Scanning (IDEAS) Study. Use the full name upon first reference. The IDEAS Study is acceptable for subsequent references.

### **Correct**

The Imaging Dementia-Evidence for Amyloid Scanning (IDEAS) Study is an Association-led collaborative effort to determine the clinical usefulness and impact of amyloid PET imaging scans. The IDEAS Study was organized in response to the ruling by the Centers for Medicare & Medicaid Services (CMS) in 2013 that it had not seen sufficient data to ascertain the value in paying for amyloid PET imaging scans.

**in-kind**

Hyphenated.

**initials**

Use periods without a space in between when an individual uses initials instead of a first name.

**Correct**

H.L. Mencken

**internet**

Lower case.

**job titles – See titles, job****kick off (v.), kickoff (n., adj.)**

No hyphen.

**Correct**

Tomorrow we will kick off the campaign.

Let's go to the kickoff rally.

The company is sponsoring our kickoff.

**L, M****late-stage Alzheimer's**

Singular and hyphenated when used as a compound modifier. Remove the hyphen when used as a noun.

**Correct**

She was diagnosed with late-stage Alzheimer's.

She was in the late stage of Alzheimer's.

See also **severe Alzheimer's**

**Latino**

Often the preferred term for a person from — or whose ancestors were from — a Spanish-speaking land or culture from Latin America. Latina is the feminine term. Latinos for a group.

See also **Hispanic**

**LEARN**

Use the full name upon first reference: Longitudinal Evaluation of Amyloid Risk and Neurodegeneration Study (LEARN). LEARN is a companion study to the Anti-Amyloid Treatment in Asymptomatic Alzheimer's Disease (A4) Study, a pioneering Alzheimer's prevention trial.

See also **A4**

**LGBT**

Acceptable on first reference for lesbian, gay, bisexual and transgender. Should be spelled out in the body of the story. Avoid *LGBTQ* as the Q can stand for "questioning" or "queer," and carries different connotations across the LGBT community.

### **lists, capitalization and punctuation of items in a list**

As a general rule, follow AP Style: Use a colon to conclude the introductory sentence or phrase and introduce the list. After each bullet in the list, capitalize the first letter of the sentence or phrase. Conclude each phrase or sentence with a period.

#### **Correct**

Current investigations into new Alzheimer's treatments include:

- Drugs that inhibit the production of beta-amyloid.
- Immunotherapies to clear beta-amyloid from the brain.
- Anti-inflammatory drugs.
- Antioxidant therapies.

#### **Correct**

The Alzheimer's Association invites you to participate in our effort to improve the lives of people with dementia and achieve our vision of a world without Alzheimer's disease:

- Become an advocate.
- Make a donation.
- Volunteer your time.

**Note:** Punctuation at the end of each phrase can be eliminated if the list is more visually appealing or understandable with it removed.

### **lists, run-in**

Enumerated lists that run into the text are indicated by numerals in parentheses.

#### **Correct**

If researchers can clear amyloid from the brain of a person with Alzheimer's disease, they will be able to investigate more thoroughly (1) what role amyloid plays in brain cell damage, (2) what other disease processes exist in Alzheimer's and (3) whether anti-amyloid medications are an appropriate strategy for treatment.

If any phrase in a list of phrases requires the use of a comma, the phrases should be separated by semicolons.

#### **Correct**

Anti-inflammatory treatments might (1) inhibit the production of beta-amyloid, which may be a key toxic factor in Alzheimer's disease; (2) block inflammatory responses associated with Alzheimer's pathology; or (3) provide a combination of these therapeutic effects.

### **long-term care**

Hyphenated.

### **MedicAlert<sup>®</sup> + Alzheimer's Association Safe Return<sup>®</sup>**

Refer to this program by its full name, including *Alzheimer's Association* and the registered trademark symbols (<sup>®</sup>), upon the first full reference in body copy.

On second reference in copy, it's acceptable to use MedicAlert + Safe Return without the

Alzheimer's Association name. Omit the registered trademark symbols.

**Correct**

MedicAlert<sup>®</sup> + Alzheimer's Association Safe Return<sup>®</sup>

MedicAlert + Safe Return

**middle-stage Alzheimer's**

Hyphenated and singular when used as a compound modifier. Do not use the term mid-stage. When used as a noun, no hyphen.

**Correct**

Stuart, an individual with middle-stage Alzheimer's, participated in Walk.

Stuart has entered the middle stage of Alzheimer's disease.

See also **moderate Alzheimer's**

**mild Alzheimer's**

Can be used to describe early-stage Alzheimer's in a medical context.

See also **early-stage Alzheimer's**

**millennial(s)**

Lowercase.

**moderate Alzheimer's**

Can be used to describe middle-stage Alzheimer's in a medical context.

See also **middle-stage Alzheimer's**

**months**

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas.

When a phrase refers to a month, day and year, set off the year with commas.

**Correct**

January 1972 was a cold month.

Jan. 2 was the coldest day of the month.

His birthday is May 8.

Feb. 14, 1987, was the target date.

**MRI and fMRI – See brain imaging techniques**

**N, O, P**

**National Early-Stage Advisory Group**

Capitalized. Avoid the acronym ESAG.

See also **Early-Stage Advisor**

**National Plan to Address Alzheimer's Disease**

The full name of the plan is capitalized. If using an abbreviated version, e.g., national Alzheimer's plan, it is lowercased.

**Non-pharmacological**

Hyphenated. For general audience may also use non-drug.

**nonprofit**

One word, no hyphen.

**numeral**

Spell out a numeral at the beginning of a sentence. To avoid spelling out the numeral, recast the sentence. There is one exception — a numeral that identifies a calendar year.

**Correct**

Last year, 993 freshmen entered the college.  
1976 was a very good year.  
Forty-three percent said yes.

**Incorrect**

993 freshmen entered the college last year.

Spell out *one through nine*. Use figures for numbers 10 and higher.

Spell out *first through ninth* when they indicate sequence in time or location.

**Correct**

first base  
the First Amendment  
he was first in line

Starting with 10th, use figures.

Use *1st, 2nd, 3rd, 4th*, etc. when the sequence has been assigned in forming names. The principal examples are geographic, military and political designations such as *1st Ward, 7th Fleet* and *1st Sgt.*

**Measurements and dimensions**

Use figures for measurement of time: 7 seconds

Use figures for measurement of dimensions: the 5-foot-10-inch man

Use figures to express numerical relationships: a 1 in 10 chance

**Correct**

Act 1, Scene 2  
a 5-year-old girl  
a 5-4 court decision  
2nd District Court  
0.6 percent, 1 percent, 6.5 percent  
a pay increase of 12 percent to 15 percent  
from \$12 million to \$14 million  
raising \$1 million

**onboarding**

One word, no hyphen.

**online, offline**

One word, no hyphen.

**Parkinson's disease**

In titles of publications or articles, use the full name: Parkinson's disease. (The d is capitalized in titles.)

In the first mention of the disease in an article, chapter or major segment of a publication, use the full name: *Parkinson's disease*. In subsequent references, use variations of the name that sound appropriate: *Parkinson's disease*, *Parkinson's*, *the disease* or *the disorder*.

**Parkinson's disease – adjective**

When the name of the disease is used as an adjective, use apostrophe-s.

**Correct**

Parkinson's research  
Parkinson's medication  
Parkinson's care

**party affiliation**

Include a political party affiliation when it is relevant, i.e. readers need it for understanding or are likely to wonder what it is. Formats include:

**Correct**

Republican Sen. Tim Scott of South Carolina said ...  
Sen. Tim Scott, R-S.C., said ...  
Sen. Tim Scott (R-S.C.) said ...  
Sen. Tim Scott also spoke. The South Carolina Republican said ...

Set off short forms, such as R-Ill., from a name with commas, as shown above, or with parentheses. Use the abbreviations listed in the entries for each state.

**patient**

Avoid except when the target audience is medical professionals.

See also **people living with Alzheimer's**

**percent**

Spell out percent in copy. The percentage symbol (%) is appropriate in graphics, e.g. a pie chart of annual revenue. When citing a value less than 1 percent, precede the decimal point with a placeholder zero.

**Correct**

0.8 percent, 5 percent, 7.3 percent  
a pay increase of 13 percent to 16 percent

**person, people**

Use *person* (or individual) for singular use, *people* for plural use. Never *persons*.

**Correct**

The Alzheimer's Association has a variety of resources available to assist a

person who has been diagnosed with the disease.  
More than 5 million people have Alzheimer's disease in the United States.

**person with Alzheimer's, person living with Alzheimer's**

Person living with Alzheimer's is preferred to show that people with the disease are still capable of living a full life. Never use *patient, victim or sufferer* when describing a person with the disease, unless it specifically refers to doctor-patient relationship; use *people, person, individual, those living with Alzheimer's*, etc.

See also **patient, victim, sufferer**

**PET – See brain imaging techniques**

**Phase numbering for research trials**

The Association commonly uses Arabic numerals (1, 2, 3) instead of Roman numerals (I, II, III) in describing the phase of a research trial to a lay audience.

**Correct**

This morning, Eli Lilly announced that a Phase 3 study (EXPEDITION3 trial) of the anti-amyloid drug solanezumab in people with mild Alzheimer's did not meet its primary endpoint.

**Policymaker (n.), policymaking (adj.)**

**Proteins – See genes and proteins**

**Q, R, S**

**quotation marks**

Use smart quotes, which are curved in shape (“ ”) in printed text for quotations; use straight quotes (" ") for Internet use.

Commas and periods always go inside end quotation marks.

**Correct**

They attended the sessions titled “Biomarkers of Alzheimer's Disease,” “Unlocking Amyloid” and “Behavioral Research in Dementia Care.”

**Incorrect**

He defined the term “younger-onset Alzheimer's”.

Question marks can go in or outside quotation marks, depending on meaning. If the entire sentence is a question, the question mark goes outside the quotations. If only the phrase inside the quotation is a question, the question mark should go inside.

**Correct**

She asked, “How long until we find a cure?”  
Will Meredith develop Alzheimer's disease on “Grey's Anatomy”?

**severe Alzheimer's**

Can be used to describe late-stage Alzheimer's in a medical context.

See also **late-stage Alzheimer's**

### space between sentences

Use one space between sentences in all instances.

### states

Spell out the names of the 50 U.S. states, whether standing alone or in conjunction with a city, town, village or military base.

When referencing party affiliation (D-Va., R-Fla.), use the following state abbreviations (postal code abbreviations in parentheses):

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W.Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

The names and postal codes for the eight states that are never abbreviated in text are: Alaska (AK), Hawaii (HI), Idaho (ID), Iowa (IA), Maine (ME), Ohio (OH), Texas (TX) and Utah (UT).

Postal codes should only be used in a full mailing address.

Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence.

#### Correct

He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Albuquerque, New Mexico.

She said the counties surrounding Peoria, Illinois, formed the governor's stronghold.

Consider your audience when determining whether to add a state name after the city name. If the city name is considered synonymous with the name of the state where it is located for your audience, you need only list the city. Some cities should be listed without their state name (unless they are in a postal address) because they are considered immediately identifiable alone; refer to the "datelines" entry in AP for more information.

No state with the following:

Atlanta            Milwaukee  
Baltimore        Minneapolis

Boston	New Orleans
Chicago	New York
Cincinnati	Oklahoma City
Cleveland	Philadelphia
Dallas	Phoenix
Denver	Pittsburgh
Detroit	St. Louis
Honolulu	Salt Lake City
Houston	San Antonio
Indianapolis	San Diego
Las Vegas	San Francisco
Los Angeles	Seattle
Miami	

**sub-brands** – See the Alzheimer’s Association Brand Guidelines, available on [Insite](#), for more information on the most recent sub-brands and their trademark level.

**sufferer of Alzheimer’s, person suffering from Alzheimer’s**

Do not use *sufferer* when describing a person with the disease.

See also **person living with Alzheimer’s**

**T, U, V**

**telephone numbers**

Per Association style, use periods instead of dashes between the numbers.

**Correct**

800.272.3900  
202.393.7737  
312.335.8700

For communications targeted to an international audience, such as numbers for Alzheimer’s Association International Conference, use +1 in front of the number.

**Correct**

+1.212.621.1500  
+1.312.335.7800  
+1.866.724.2671

Use the ext. abbreviation when extension numbers are given, using a comma to separate the phone number from the extension.

**Correct**

312.335.8700, ext. 2  
202.393.7737, ext. 364

**The Longest Day**

Use full name with registered trademark upon first reference: The Longest Day<sup>®</sup>. The abbreviation *TLD* should not be used externally.

**Note:** Avoid the awkward phrase *The Alzheimer’s Association The Longest Day*. Instead, look to incorporate the Alzheimer’s Association into the first sentence describing the event: *The Longest Day raises funds and awareness for the Alzheimer’s Association*.

**time**

Use figures, except for *noon* and *midnight*. Use a colon to separate hours from minutes; drop the unnecessary “00” for zero minutes. Lowercase *a.m.* and *p.m.*, and set off by periods.

**Correct**

11 a.m.  
1 p.m.  
3:30 p.m.

Use a hyphen (-) with no spaces when listing a range of times and dates.

**Correct**

7-8 a.m.  
March 20-24

**titles, composition**

For the titles of books, TV shows, etc., see **composition titles**.

**titles, job**

Capitalize title only when it appears before the name.

**Correct**

Martha Ross, director, Finance  
Director of Medical and Scientific Relations Jane Smith  
Louis Clark, associate director, Strategic Communications

**TrialMatch**

One word, no space.

Full name: Alzheimer’s Association TrialMatch®. For first reference in text use full name with registered trademark; in subsequent references TrialMatch is acceptable.

**Correct**

Alzheimer’s Association TrialMatch® is a free, easy-to-use clinical studies matching service that generates customized lists of studies based on user-provided information.

**Note:** The term “clinical studies” refers to studies that involve human participants. Use “clinical studies” when speaking broadly about clinical research. Use “clinical trials” when referring specifically to pharmacological (drug) studies.

**tweet**

Lowercase, noun or verb.

**Twitter**

Capitalized.

**type 1 diabetes, type 2 diabetes**

Do not capitalize the “t” in type.

**URL**

Uniform Resource Locator, an Internet address. National and local web addresses should be included in contact information. When the URL does not fit entirely on one line, break it into two or more lines without adding a hyphen or other punctuation mark. Whenever possible, avoid using a period at the end of a URL to avoid confusing those less familiar with the Internet.

URLs do not need to include the “http://” or “www” portion of the Internet address.

**Correct**

alz.org  
alz.org/walk

**Incorrect**

[www.alz.org](http://www.alz.org)  
<https://alz.org/walk>

**victims of Alzheimer’s, Alzheimer’s victim**

Do not use *victim* when describing a person with the disease.

See also **person living with Alzheimer’s**

**vitamin**

Lowercase *vitamin*; uppercase the letter representing the type of vitamin; and hyphenate the number.

**Correct**

vitamin A  
vitamin B-12

**voicemail**

One word.

**W, X, Y, Z****Walk to End Alzheimer’s**

Use full name with registered trademark on first reference: Alzheimer’s Association Walk to End Alzheimer’s®. Do not use the abbreviation *WTEA*.

When referencing the event in a specific location, “Walk to End Alzheimer’s” should come first to build brand prominence.

**Correct — list format**

2017 Walk to End Alzheimer’s – Portland, Maine  
2017 Walk to End Alzheimer’s – Orland Park

**Correct — sentence format**

Please join us at the 2017 Walk to End Alzheimer’s in Washington, D.C.

**Washington, D.C.**

In text, use periods for the abbreviation of District of Columbia:

**Correct**

Washington, D.C.

In a full address with ZIP code, periods are unnecessary:

**Correct**

1212 New York Ave.  
Washington, DC 20005

**web, webpage**

Lowercase.

**webinar**

One word, lowercase.

**website**

One word, lowercase.

Also: webcam, webcast, webmaster, webpage, webfeed, the web.

**well-being**

Hyphenated.

**white**

Often the preferred term for a person of Caucasian descent. Use lowercase.

See **Caucasian**

**younger-onset**

The preferred term when referring to an individual diagnosed with Alzheimer's disease under age 65. Hyphenated when used as an adjective. Sometimes referred to as early-onset by groups outside the Association. Do not use the term young-onset.

**Correct**

Sue was diagnosed with younger-onset Alzheimer's disease at age 60.

See **early-stage Alzheimer's**

## **Spanish-language style**

Please follow the guidelines below for text in Spanish.

The name of our organization never changes. This protects our core brandmark. In all instances, it is the Alzheimer's Association®. The same holds true for other trademarked events, programs and initiatives, such as Walk to End Alzheimer's®.

When translating to Spanish, our preferred dialect is Mexican Spanish, in order to reach the broadest audience possible.

Our abbreviated name should be in Spanish and is feminine: la Asociación. This term may be used for any references to the Association following the initial mention of the full name.

The name of the disease is masculine and appears without an apostrophe: el Alzheimer; but: la enfermedad de Alzheimer or la enfermedad ("Alzheimer's disease" or "the disease").

Do not use the phrase "mal de Alzheimer" in order to express "Alzheimer's disease." This language may imply that the disease is contagious and translates in English to "evil of Alzheimer's."

The preferred form of "you" is the formal "su," as in "Mantenga su mente activa." For verbs, use the "usted" form.

As in English, never use the word "patient" except in a medical context. In Spanish, you can use: una persona con Alzheimer; un individuo con Alzheimer.

"Padece de Alzheimer" (suffers from Alzheimer's) is acceptable in Spanish but never in English.

Unlike English, Spanish-language punctuation rules place the comma and period outside quote marks.

### **Correct**

y proporcionarle a su madre "una mensualidad".  
"compañero de casa", etc.

### **Translations of sub-brands**

Sub-brands should not be translated or used in Spanish in order to protect and build brand identity.

### **Disclaimer for print materials**

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Esta es una publicación oficial de la Alzheimer's Association, pero puede ser distribuida por otras organizaciones y por personas no relacionadas con la misma. Esto no constituye aprobación de la Asociación a las actividades de dichas entidades o personas.

**Standard description**

La Alzheimer's Association es la principal organización voluntaria de la salud en el cuidado, la investigación y el apoyo del Alzheimer.

**Mission**

Nuestra misión es eliminar la enfermedad de Alzheimer por medio del avance en la investigación científica; proporcionar y realizar el cuidado y el apoyo a todos los afectados; y reducir el riesgo de la demencia a través de la promoción de la salud cerebral.

**Vision**

Nuestra visión es un mundo sin la enfermedad de Alzheimer.